

STATE OF CONNECTICUT
State Innovation Model
Learning Collaborative Design Workgroup
Meeting Summary
Monday, June 20, 2016
12:00 pm – 1:00 pm

Participants: Alyssa Ursillo; Thomas Woodruff; Sandra Czunas; John Freedman; Jennifer Herz; Jenna Lupi; Steven Moore; Rachel Pieciak; Karen Possidente-Leibiger; Member of the Public

The meeting was called to order at 12:03pm.

1. Learning Collaborative Structure

Ms. Ursillo gave a brief overview of the purpose of the Learning Collaborative, which is to engage employers and other stakeholders to increase adoption of the V-BID templates and to provide a network of employers implementing V-BID plans that can learn best practices from one another. Ms. Ursillo explained how the Learning Collaborative's work will have two phases: promoting V-BID among employers to build awareness and buy-in, and then providing support to employers implementing V-BID.

Ms. Ursillo explained the role of the Learning Collaborative fall kickoff meeting in promoting V-BID among employers. Connecticut is hoping to recruit 25-50 core members to the Collaborative. Ms. Ursillo presented two approaches for recruiting members: 1) casting a wide net for all employers to attend the kickoff meeting, and then recruiting a core group of members who are interested after the meeting; or 2) recruiting members in advance of the Kickoff Meeting and limiting the meeting to those members.

Jennifer Herz and Steven Moore urged the group to first consider the target audience of the Learning Collaborative and the outcomes the team is trying to achieve. Dr. Moore suggested that identifying "key players" and focusing the first wave of outreach on them might be best. Thomas Woodruff agreed with this suggestion. Ms. Herz urged the group to remain cognizant of employers' time and proposed hosting smaller meetings throughout the State, focusing on large employers.

Ms. Herz noted she was not fully clear on the purpose of a kickoff meeting, and needed to better understand the goals and content of this meeting. Dr. Woodruff suggested that the meeting be branded as an "Annual Meeting" instead of a "Kickoff Meeting" and to have the annual meeting preceded by small meetings of employers. Ms. Herz commented that these smaller meetings should be tailored to the audience and should give employers what they need to know about the V-BID initiative upfront. She emphasized that the approach to V-BID recruitment will need to be both flexible and reactive. Dr. Freedman asked Ms. Herz if she could engage CBIA as part of recruitment efforts. Ms. Herz noted she would be happy to connect the team with the appropriate contacts as needed.

Ms. Herz suggested piggybacking on other meetings, such as Chamber of Commerce meetings, that could be used as a platform for initial outreach to participating large employers. Karen Possidente-Leibiger agreed with this strategy but noted that most Chambers of Commerce consist of smaller employers. There was some discussion as to whether the target audience was

large employers, small employer, or both. Ms. Ursillo clarified that the V-BID initiative intended to reach out to both, as there is a template for both self-insured and fully-insured employers. Jenna Lupi confirmed this. Ms. Herz raised concern that involving fully-insured employers at this point may be pre-mature, as the V-BID plans in the templates are currently not on the market, and we do not yet know if health plans can implement them. John Freedman clarified that the goal would be to get these plans offered on the market as part of the 2018 filings, and that engaging fully-insured employers in this would help increase demand for these plans.

2. Review of Kick Off Meeting Agenda

Ms. Ursillo directed the discussion to the proposed Kickoff Meeting Agenda. She described how the meeting would begin with a brief introduction to V-BID and then proceed into a “kickoff event”. This could be a panel of actual employers implementing V-BID, or health plans, patients and/or providers sharing their success stories with V-BID and how it has positively impacted them. During the meeting, the team would introduce the V-BID templates and Employer Manual and how these can be leveraged to implement V-BID programs. The meeting would conclude with reviewing the goals of the Collaborative, the timeline, and roles of stakeholders.

Dr. Moore asked who would be attending this meeting. Ms. Ursillo anticipated the meeting would include senior leadership and staff from HR and Benefits departments. Dr. Woodruff added that the audience may differ depending on the size of the employer and the sophistication of its departments. Dr. Moore emphasized that presentations should be tailored to the audience and whether the actual decision makers are in the room, or if the people there are gathering information to take back to their company. Dr. Freedman noted the group would most likely be a mix.

Ms. Herz added that meetings with employers should address how employers’ bottom lines will be affected by V-BID implementation as well as barriers to V-BID uptake and how employers have overcome these barriers. Ms. Ursillo asked the group if they supported the idea of a keynote speaker or presentations from employers, patients, and/or providers. Ms. Herz noted that learning from peers and having employers share their experiences is key. Others agreed this was valuable.

3. Recruitment

Ms. Ursillo asked the group whether it would be helpful to include other stakeholder groups, such as health plans, patients and/or providers, and brokers as part of the Collaborative and to help recruit other employers. All participants agreed brokers would be a key group for recruitment efforts. Ms. Possidente-Leibiger suggested that large brokers be involved and provided names of specific brokers. Dr. Moore suggested that provider trade organizations may play a role in recruitment (e.g. Connecticut Coalition for Non-Profits, Primary Care Coalition, etc.) and that there may be similar employer trade groups. Ms. Possidente-Leibiger added that providers should be involved as they are “critical messengers”.

4. Next Meeting and Next Steps

The project team will meet internally to discuss the approach for the Learning Collaborative meeting including the meeting structure, target audience and the plan for strategic outreach. The team will be in touch about next steps.

The meeting adjourned at 12:43 pm.